



Creative Commons licensing for Open Education

Kat Walsh and Billy Meinke,
Creative Commons

- What is Creative Commons about?
- How do the licenses work?
- How do I use the licenses?
- Why is CC important for open education?

What is Creative Commons
about?

Creative Commons develops, supports, and stewards legal and technical infrastructure that maximizes digital creativity, sharing, and innovation.

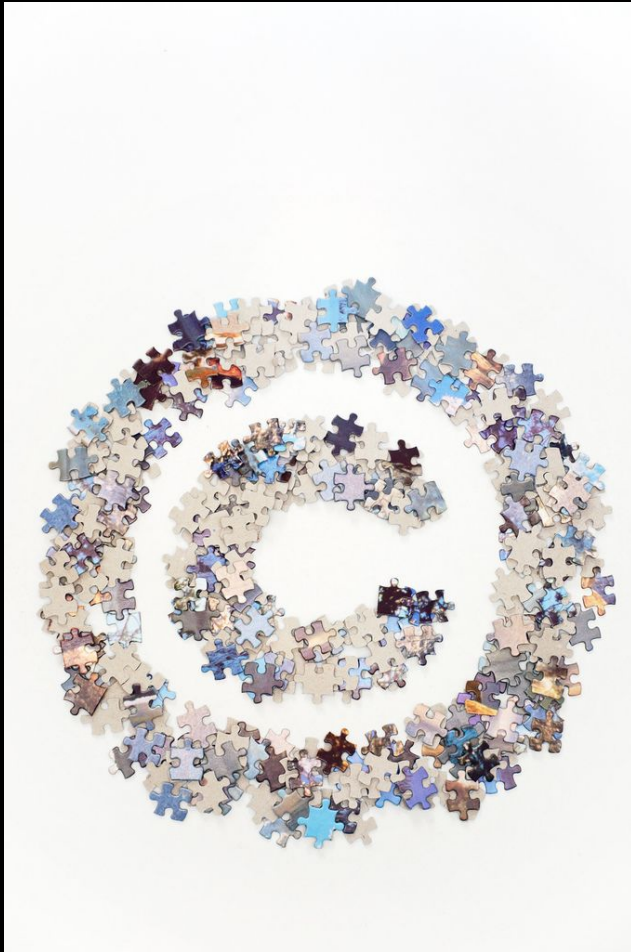
Copyright doesn't work for everyone: creators or reusers

Everything
copyrightable is locked
up at the moment it is
created.

Sharing and reusing
should be easy... but
without the right tools,
it is difficult!



Why Creative Commons?



Without CC, we might have many different licenses that...

- Don't work together
- Aren't suitable for global use
- Don't contain important legal provisions
- Are difficult to understand
- Don't allow for different kinds of sharing

CC licenses: enabling open

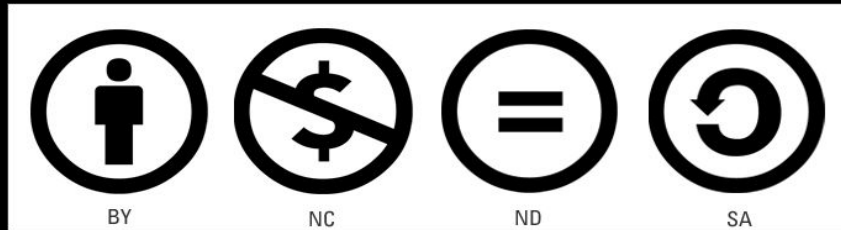


Features of the CC license suite:

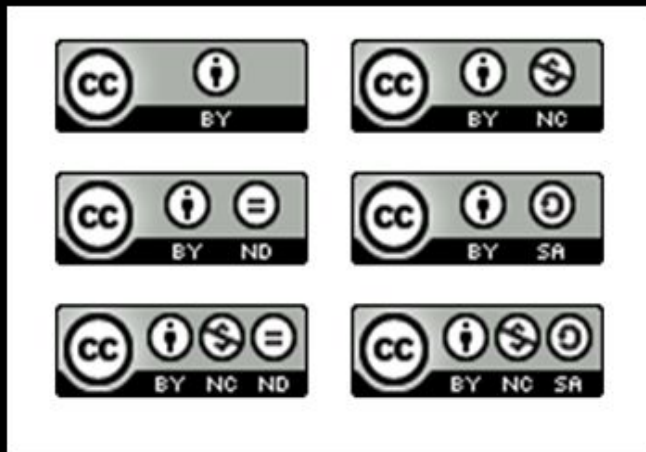
- 6 licenses, for many different uses
- Written with our global legal network
- Builds on existing copyright
- No further permission needed
- Designed to interoperate
- Wide adoption by institutions and individuals

How do the licenses work?

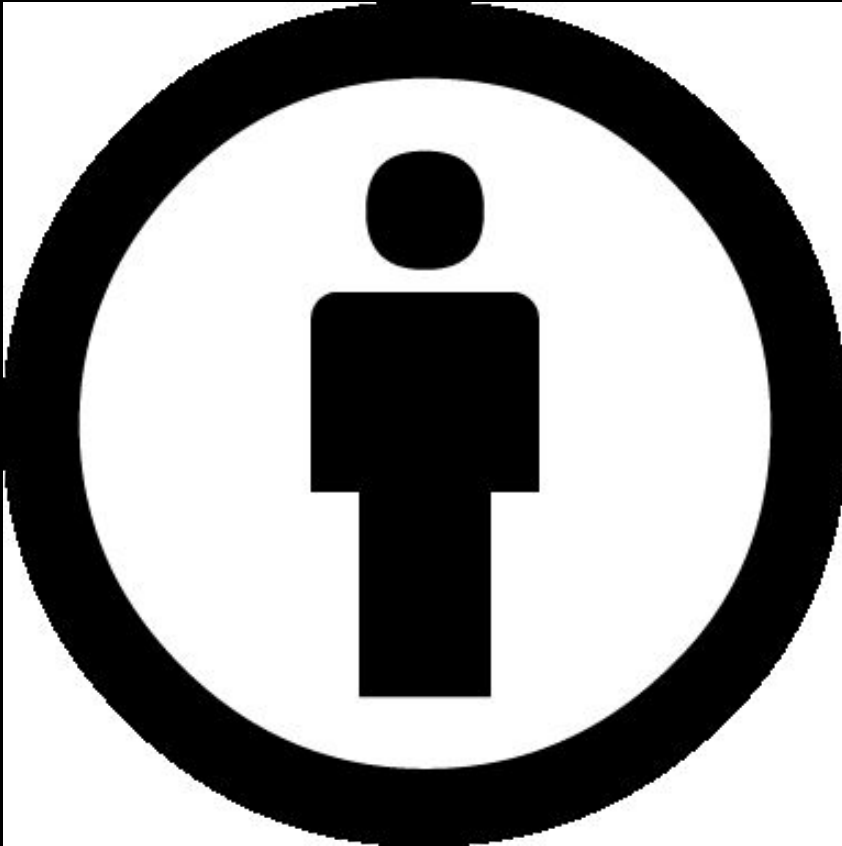
Four elements, six licenses



- Attribution
- NonCommercial
- NoDerivatives
- ShareAlike



Attribution



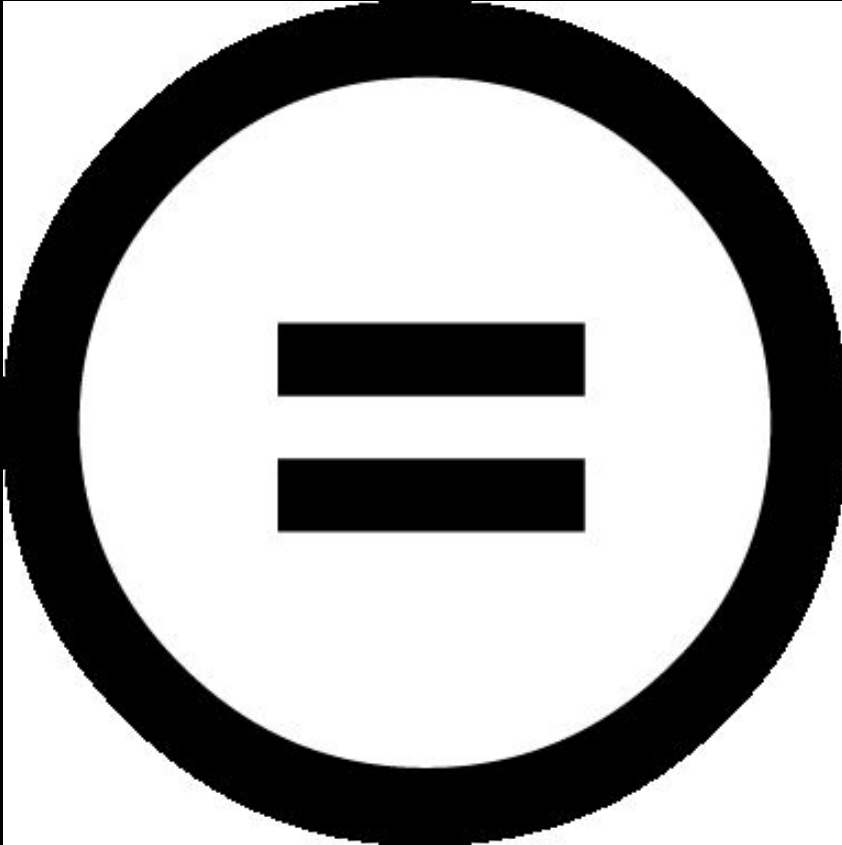
- Credit for the work: required by all CC licenses
- Author and others designated
- Link to original work
- License information and other notices
- May be satisfied in any reasonable manner

NonCommercial



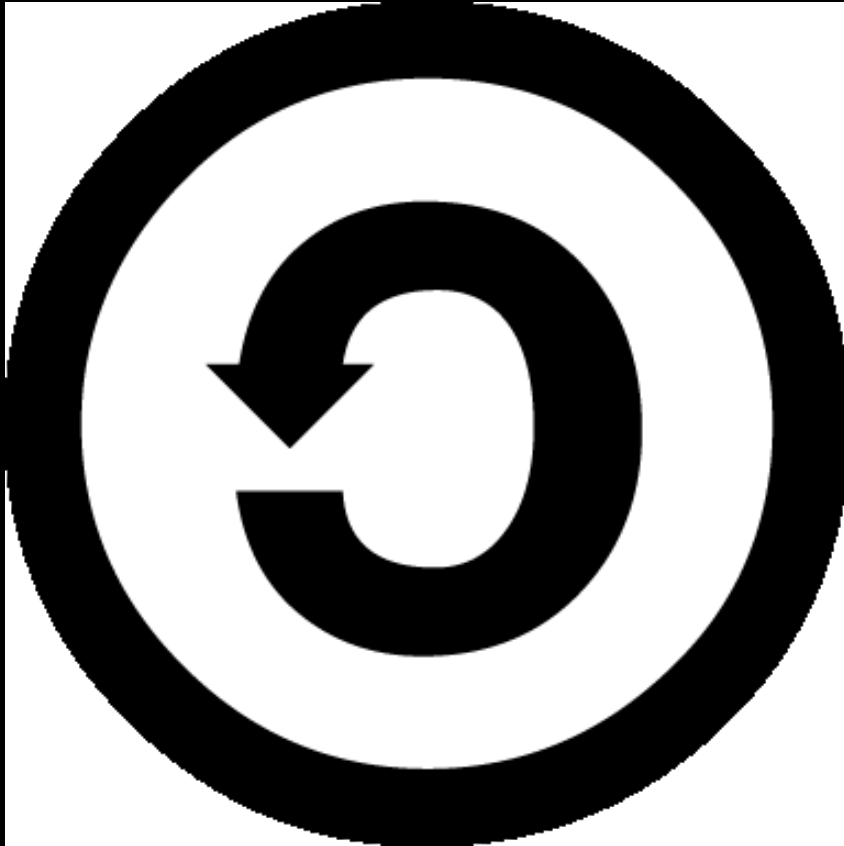
- Defined as “primarily intended for or directed toward commercial advantage or monetary compensation”
- Type of use, but not type of user: education can be commercial, corporate use can be noncommercial

NoDerivatives



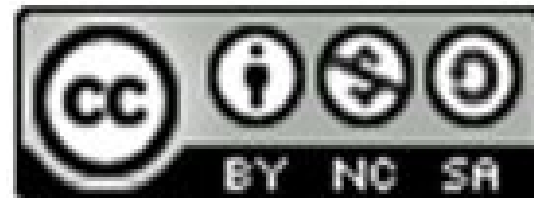
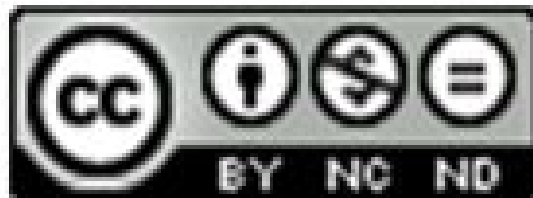
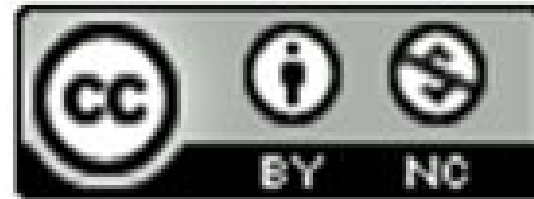
- Disallows remixing (including translations)
- Allows changes that are not adaptations (including crops, excerpting, format-shifting)

ShareAlike



- Lets others remix under the same license
- “Copyleft”: using copyright to let others keep building on remixed works
- Used by Wikipedia

Four elements, six licenses



License layers: deed and legal code (and machine-readable)



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2002: 1.0



Attribution 2.0

2004: 2.0



Attribution 2.5

2005: 2.5



Attribution 3.0 Unported

2007: 3.0



Attribution 4.0 International

2013: 4.0

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- Database rights (differs in 4.0)
- Official translations (differs in 4.0)
- Termination (differs in 4.0)
- DRM restriction (differs in 4.0)
- No warranties
- No sublicensing
- Jurisdiction ports

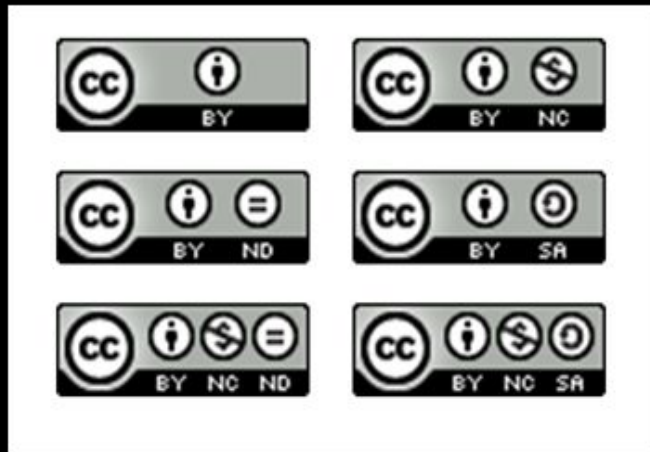
Using the CC licenses:
reusing and creating openly-
licensed work

Using CC-licensed work is simple

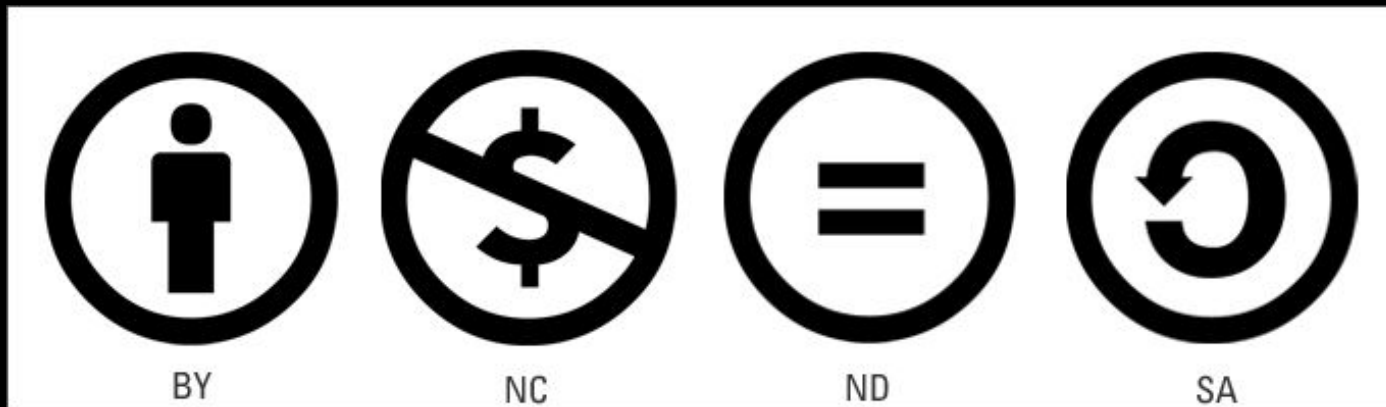


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- Are you using the work commercially?
- Do you want to remix?
- If you are remixing, can you ShareAlike?



Our attribution guide covers the basics...

Best practices for attribution

You can use CC-licensed materials as long as you follow the license conditions. One condition of all CC licenses is attribution. Here are some good (and not so good) examples of attribution. Note: If you want to learn how to mark your own material with a CC license go [here](#).

Examples of attribution

Here is a photo. Following it are some examples of how people might attribute it.



This is an ideal attribution

"Creative Commons 10th Birthday Celebration San Francisco" by [tvol](#) is licensed under [CC BY 2.0](#)

Because:

Title? "Creative Commons 10th Birthday Celebration San Francisco"
Author? "tvol" - linked to his profile page
Source? "Creative Commons 10th Birthday Celebration San Francisco" - linked to original Flickr page
License? "CC BY 2.0" - linked to license deed

This is a pretty good attribution

Photo by [tvol](#) / CC BY

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[\[edit\]](#)

...and the more complicated tasks.

Attribution in specific media

[\[edit\]](#)

As stated above, best practices for attribution apply as reasonable to the medium you're working with. For media such as offline materials, video, audio, and images, consider:

1. **Publishing a web page with attribution information.** For example, on a webpage featuring your audio recording, provide a credit list of material you used that adheres to best practices above. Doing so allows not only your material, but the materials you attribute, to be found by search engines and other web discovery tools. If possible within the medium, make the Author, Source, and License links the user can follow.

Example:

This video features the song "Desaprendere (Treatment)" by [fourstones](#), available under a Creative Commons [Attribution-Noncommercial](#) license.

2. **Mentioning the credits within the media itself.** For example, crediting videos can be a simple list of the materials used with their associated licenses in a screen at the end of a video. For audio, it can be a verbal recitation of credits at the end of the recording.

Video example 1: "Science Commons" by Jesse Dylan - [see attribution starting at 1:52](#)

Video example 2: "Video Editing and Shot Techniques: Study of jump cuts, match cuts and cutaways" video by New Media Rights - [see attribution starting at 3:21](#)

Audio example: "Down and Out in the Magic Kingdom" by Cory Doctorow read aloud. Mastered by John Taylor Williams - [listen to attribution starting at 17:08](#)

If you want to get Technical

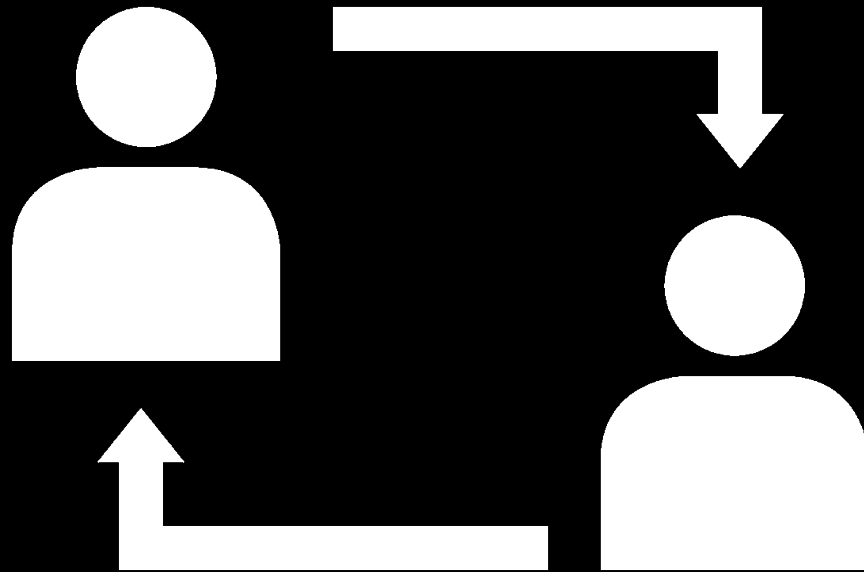
[\[edit\]](#)

If you really want to go there, we have a [document about marking materials](#) so that they are machine-readable.

Things to consider

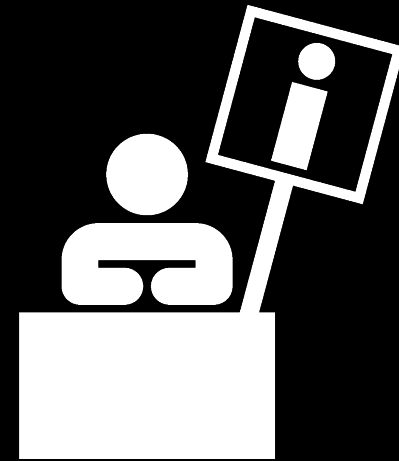
- Make sure the license permits what you want to do
- Check for exceptions to the license with separate rights
- Follow your obligations: attribution, no downstream restrictions, others specified by the license
- You may choose to follow other requests

Sharing your own work with CC licenses



Things to consider before you license

- CC licenses only apply to work you have the right to license
- Mark anything not covered by the license
- Consider what you want the work to be used for
- Remember that CC licenses are not revocable



- You can offer additional permissions or warranties.
- You can make non-binding requests.

Guide for CC licensing your materials

Marking your work with a CC license

Go

You have chosen a CC license for your work. Now how do you go about letting the world know? Here are some examples of how to mark your work with the CC license.
Note: If you want to know how to attribute other creators' CC licensed materials, go [here](#).

How to use the CC License Chooser

[edit]

You can easily add a CC license notice to your website by visiting the [CC license chooser](#). At the chooser, simply answer a few questions, fill in the fields you need, and receive an already formatted HTML code.

The screenshot shows the CC License Chooser interface. The 'License Features' section on the left has three questions: 'Allow modifications of your work?' (Yes selected), 'Allow commercial uses of your work?' (Yes selected), and 'License Jurisdiction?' (International selected). The 'Selected License' section on the right shows 'Attribution 3.0 Unported' with the CC logo and a person icon. Below it, it says 'This is a Free Culture License!' with a green checkmark. The 'Help others attribute you!' section at the bottom left has fields for 'Title of work', 'Attribute work to name', 'Attribute work to URL', 'Source work URL', 'More permissions URL', 'Format of work' (Other/Multiple formats selected), and 'License mark' (HTML/LDFA selected). The 'Have a web page?' section at the bottom right has a checkbox for 'This work is licensed under a Creative Commons Attribution 3.0 Unported License' and a 'Copy this code to let your visitors know!' button. Below the button is a block of HTML code for attribution.

At this point, all you have to do is:

1. **Copy and paste the HTML code into your webpage or website.**

The specifics of inserting the code depend on how you edit your website. The block of code should be inserted into the page

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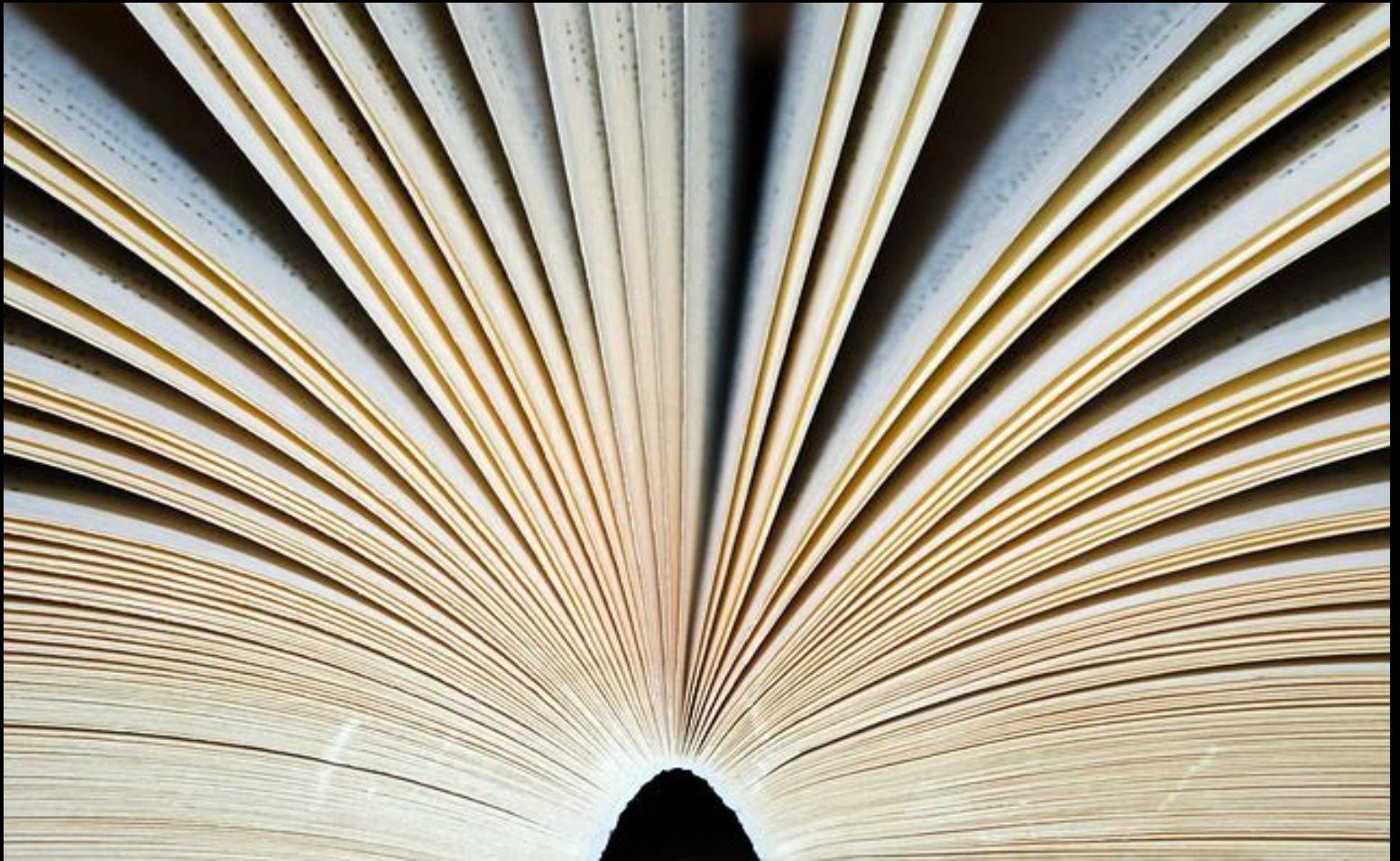
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CC licenses provide a framework for
openness



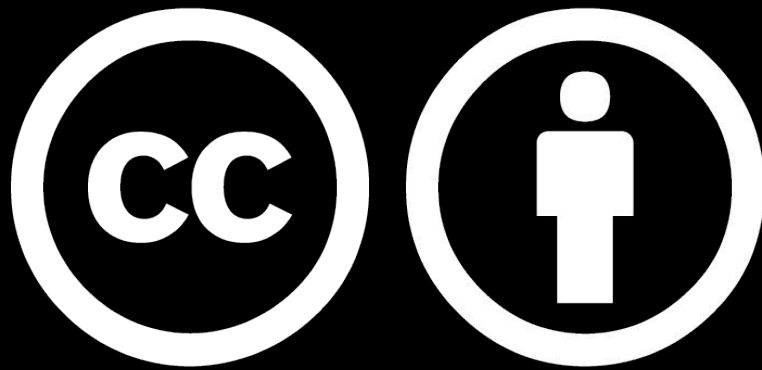
Why CC for Open Education?

Access for everyone is possible, when
we remove restrictions



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